



CUSTOMER RELATIONSHIP MANAGEMENT

CRM . . . It's about the customer!

Defense Logistics Agency



**33rd Annual National IMAGE
Training Conference and Presentation
May 15-21, 2005**



CRM: More Than Improving Customer Service



CRM... It's about the customer!

- **The concept of customer service is primarily targeted at being effective in one specific and immediate situation**
- **CRM manages the entire customer relationship, for the entire duration of the customer's interaction with DLA**
- **CRM aims to align the organization to meet customer needs as they change over time**
- **CRM also aims to anticipate future customer needs, rather than simply meeting the current need**



CRM is...A customer focused strategy comprised of people, processes, and tools for setting and meeting mutual expectations that optimize value for both the customer and DLA."



CRM is a Process Strategy



CRM... It's about the customer!

- **Strategy: Create structured service, sales, & marketing processes across DLA Enterprise**
- **DLA can use these commercial processes to support military mission**
 - **Sales engages customer regarding readiness and business value of DLA solutions**
 - **Marketing reaches out to understand customer needs and communicate DLA capabilities to attract and retain customers**
 - **Service delivers on DLA commitments and provides timely and effective issue resolution**

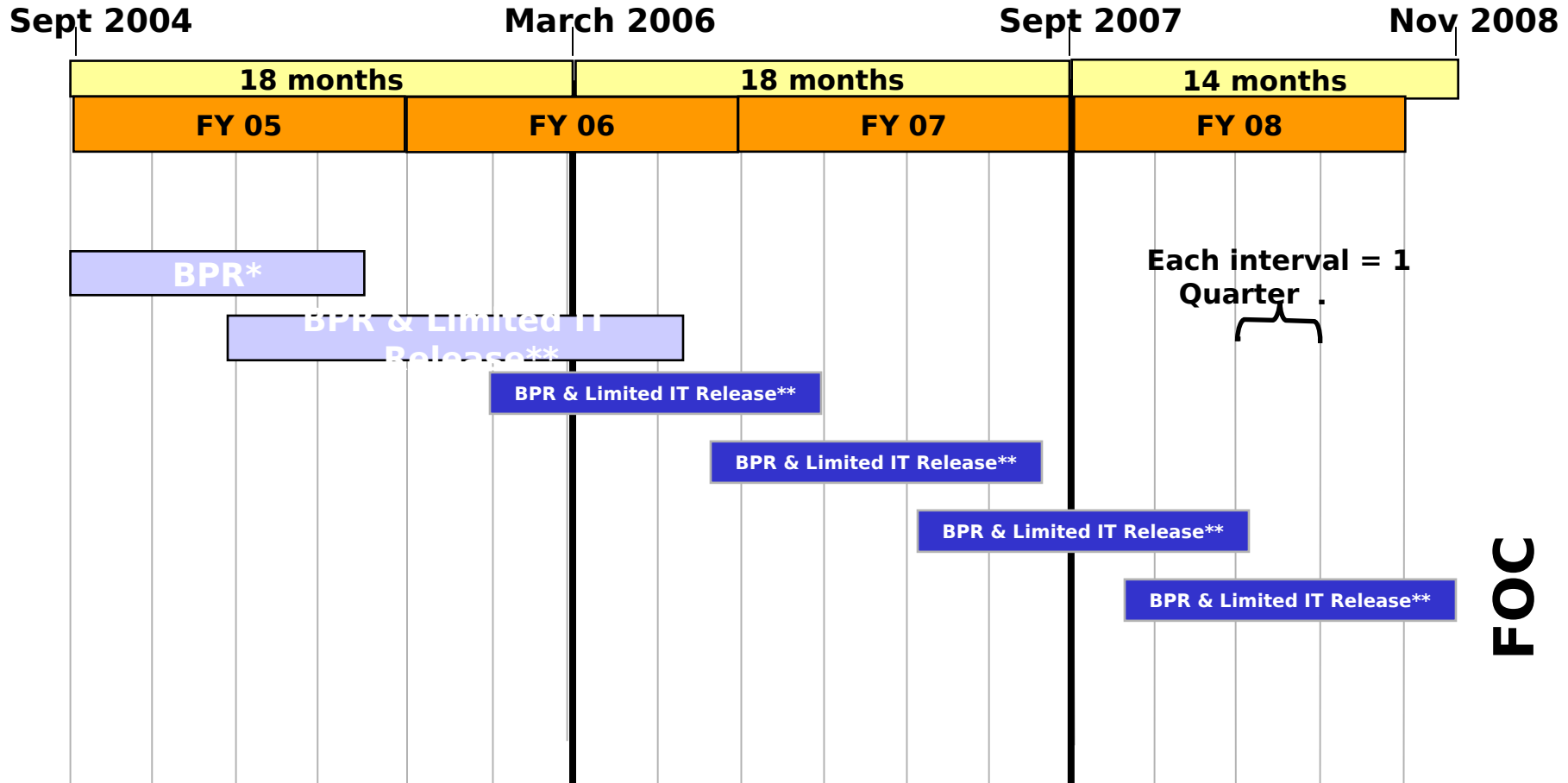
Bottom Line: CRM will add three enterprise-wide customer oriented processes.



CRM Approach & Timeline



CRM... It's about the customer!



***Business Process Reengineering**

**** BPR & Limited IT Production Release**

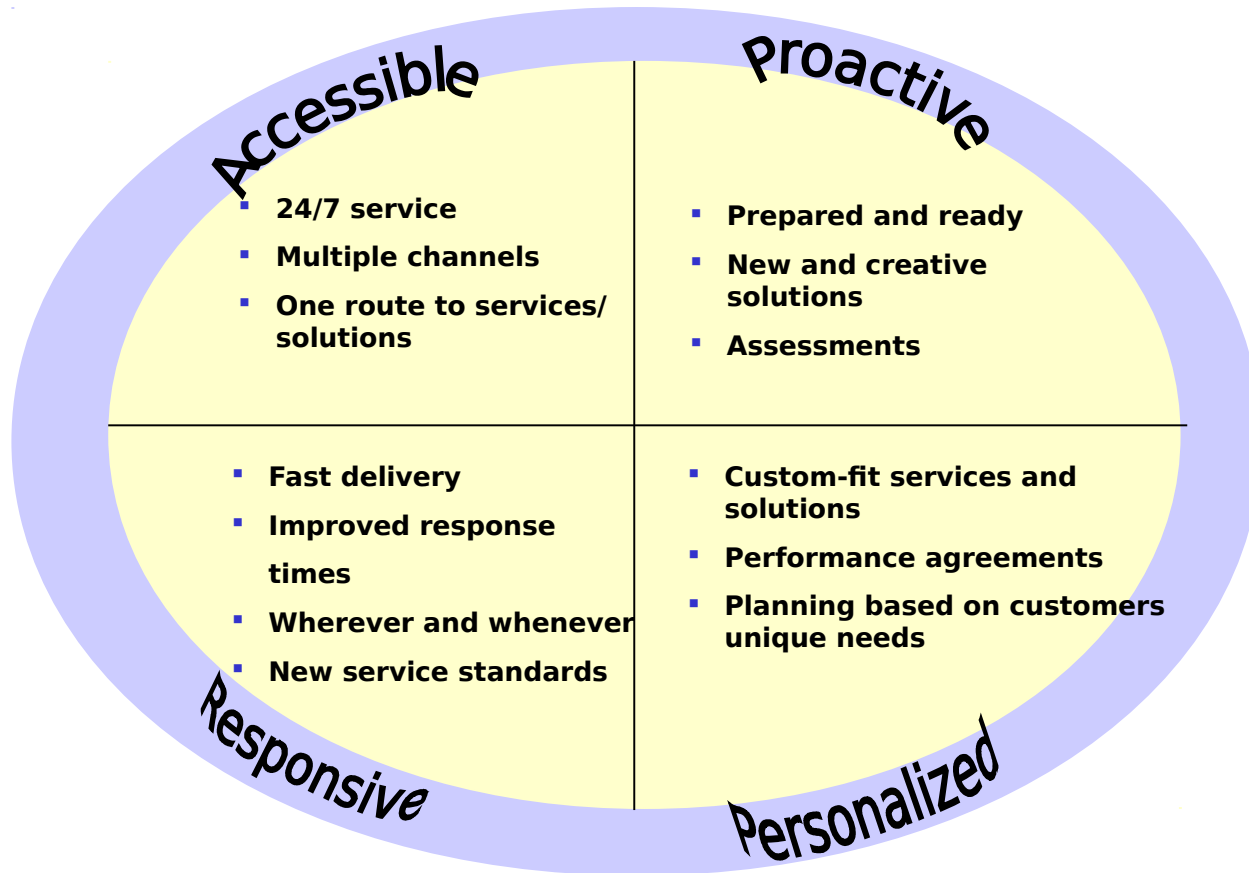
FOC



CRM Goal: DLA In Step With customers



CRM... It's about the customer!



“CRM is a critical part of our overall transformation effort. Once implemented, CRM will provide DLA with enhanced, enterprise wide processes to better deliver services to our customers.” VADM Lippert - DLA Director’s message on CRM,



Get the Latest CRM News



CRM... It's about the customer!

- **DLA Personnel, go to:**
 - **CRMnet**
<https://today.dla.mil/j-4/crmnet>
 - **Eworkplace**
<https://dla1.eportal.dla.mil/irj/portal>
 - **DLA Today & Tomorrow**
<https://today.dla.mil>

- **Customers**
 - **Customer Resource Information Center**
<http://www.dla.mil/J-4/cric/>